

The
Management
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POST GRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DEGREE OF MASTER OF MANAGEMENT AND LEADERSHIP

MML 5203: ENTREPRENEURSHIP MANAGEMENT AND LEADERSHIP

DATE: 5th APRIL 2017

DURATION: 3 HOURS

MAXIMUM MARKS: 60

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **FOUR (4)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **TWO** questions.
6. Question **ONE** carries **30 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

BRADSON CONSULTING FIRM

Bradson Consulting, owned by xyz, is a well-respected business consulting firm with offices located in Bellevue, WA and Portland. Bradson has been providing world class technological and management business solutions to clients for over 40 years. With extensive knowledge in program management, office management consulting, technology consulting, business process management, and corporate business services, Bradson Consulting is dedicated to producing desired results and reliable solutions.

Bradson Consulting Design and Development Details

Bradson Consulting wanted a site that was professional, modern, direct, and casually corporate. They also wanted to feature the services they offered to clients on their website, update images to increase modernity, have complete control of the content illustrated on every page and sub-page of the website, and improve SEO. We designed Bradson a new site that is simple, professional, and resourceful. With their new site put on our content management system, FusionCMS, Bradson Consulting has complete control of their website content and can update their website with ease. Their new website utilizes the eService module and incorporates staff profile module, locations module and a company blog which helps improve organic SEO.

Looking for a website to feature your company's services?

efelle is a Seattle web design firm specializing in online marketing, web design for service industries, website content management, and search engine optimization. Our team of 27 internet marketing and web professionals is headquartered in Seattle, WA and has worked with hundreds of businesses since 2005. Call us at 206.384.4909 or fill out our online contact form to speak with a custom web design specialist for more information. Our goal is to help our clients accomplish fantastic things through online marketing, typically starting with a new website or a website redesign project and evolving into a long term relationship built on analytics and improvement.

We leverage technology so that our clients can focus on running their business. And we're damn good, too! We've got cases full of national and international awards, and the best online marketing team available, which lets us focus on all things web, from website design to complicated mobile applications & everything in between.

We're centrally located in the heart of downtown Seattle, WA, the hub of great technology. Our neighbors range from Amazon to Google to Microsoft to Zulily. We boast a 99% client-retention and still work closely with our very first client, Seattle Flowers, with online marketing ideas and techniques as fresh as their latest floral delivery.

Where we came from

After spending nearly a decade working for a Seattle-based Fortune 100 corporation, Fred Lebhart founded and began building self-funded digital marketing & media firm efelle creative with business partner Corne' de Leeuw in 2005. Using the same high level, business-first corporate logic that propelled the multibillion corporation, the duo set out to build a one-stop shop for small to medium businesses interested in improving their business via online marketing.

We have since grown to a group of over 40 creative professionals servicing more than 600 clients in 28 states, offering professional online marketing services and industry leading software platforms to over a dozen industry segments.

How can we help you and YOUR business?

We are online marketing professionals, with the largest team of specialists in the state -our teams are efficient in agile project management which allows us to streamline the website design process to save you time and money!

Find out more about how we can help you by checking out our Service Listings, reviewing our Project Portfolio and reading a little about Our Team (everyone has their own theme song, provided by a co-worker)!

Our Website Design and Development work is 100% Guaranteed!

Our customers are the backbone of our business, therefore serving you to the highest of standards is our number one goal. It is what we strive for, and we stand behind all of our work while offering a 100% complete satisfaction guarantee. We will work

with you to make your vision a reality, which is why we have an 100% SATISFACTION policy. When you look good we look good...that's the bottom line!

Let us help YOU with YOUR Website project

Put your online marketing in capable hands; contact us today for a free website consultation and website audit

Read what he said, she said... everyone is saying.

efelle has exceeded expectations on several website projects for companies I've been affiliated with. I've enjoyed the passion for quality & creativity & the fact that they've always made it a truly enjoyable experience!

efelle's understanding of e-marketing is VAST, and my web site has never been more successful. efelle is Seattle's BEST web site design firm, I can't recommend them enough!

The online marketing team at efelle worked wonders for my company -we're now selling 50% more online than we were the quarter before efelle took over!"

Required:

- a) Discuss entrepreneurial characteristics that xyz pocess (6 marks)
- b) Illustrate any two business arrangements that xyz business can take (4 marks)
- c) Enumerate the social benefits that XYZ FIRM accord to its country's citizens (10 Marks)
- d) With reasons from the case, explain the Management functions of xyz in his firm (10 marks)

QUESTION TWO

Before starting an MSE, you should carefully analyse your external environment in what is known as the five forces model. With an aid of a diagram, discuss the five elements of the model, explaining the effect of each element to the business

(15 marks)

QUESTION THREE

As the CEO of an entrepreneurial firm,

- a) Enumerate measures you should put in place to enhance intrapreneurship in your organization (5 marks)
- b) Discuss any five of your responsibilities to your employees. (5 marks)
- c) Explain any five rules you should follow to safeguard the environment (5 marks)

QUESTION FOUR

- a) Discuss the four aspects of entrepreneurial definitions (4 Marks)
- b) Explain the importance of culture to an entrepreneur's venture (5 marks)
- c) In order for an entrepreneurial firm to operate in the midst of large businesses, innovation is key. Explain any three sources of such innovation (6 marks)

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